



King Street Retail Study Community Meeting

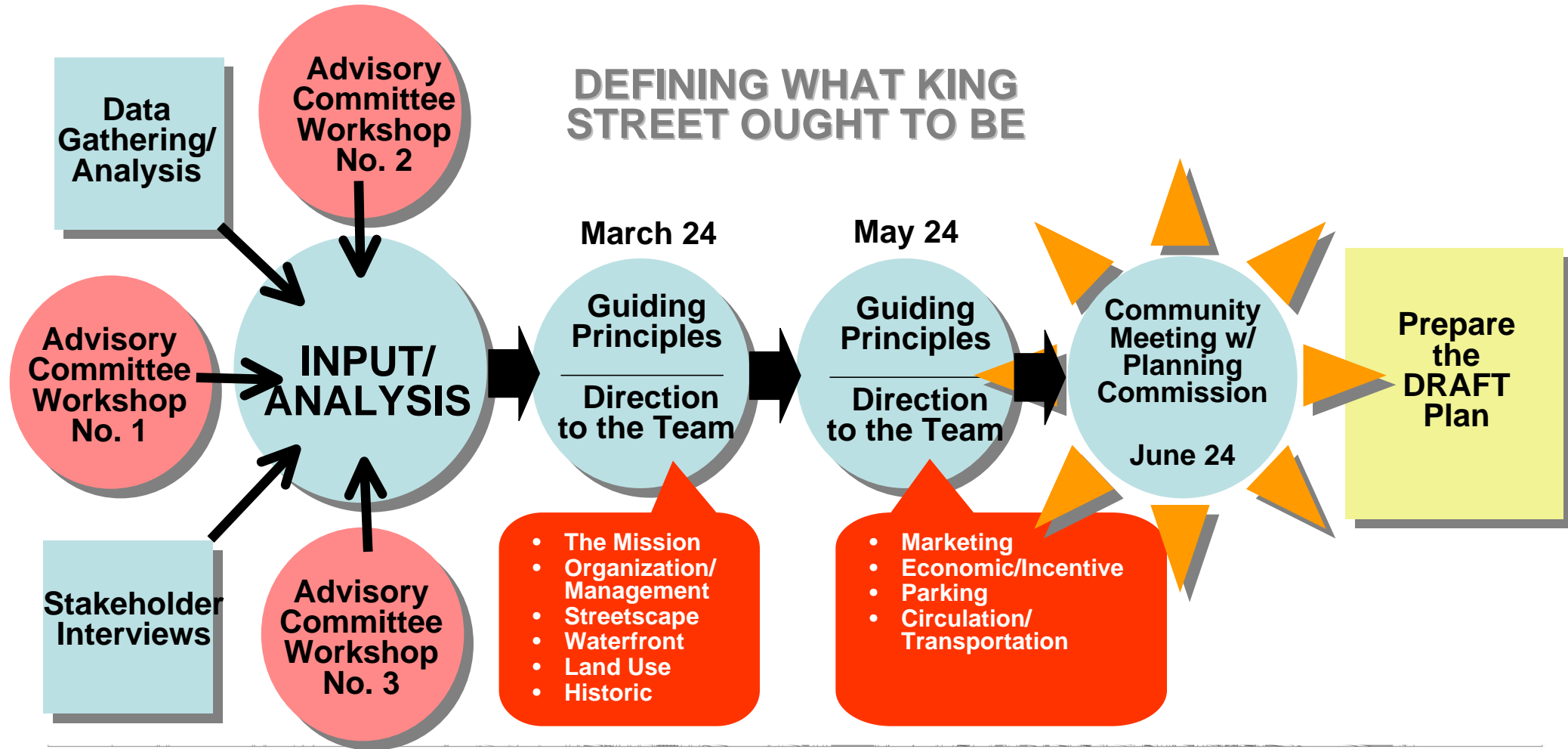
June 24, 2004

King Street Retail Study



King Street
More than preserving the past -
A continuing work in progress

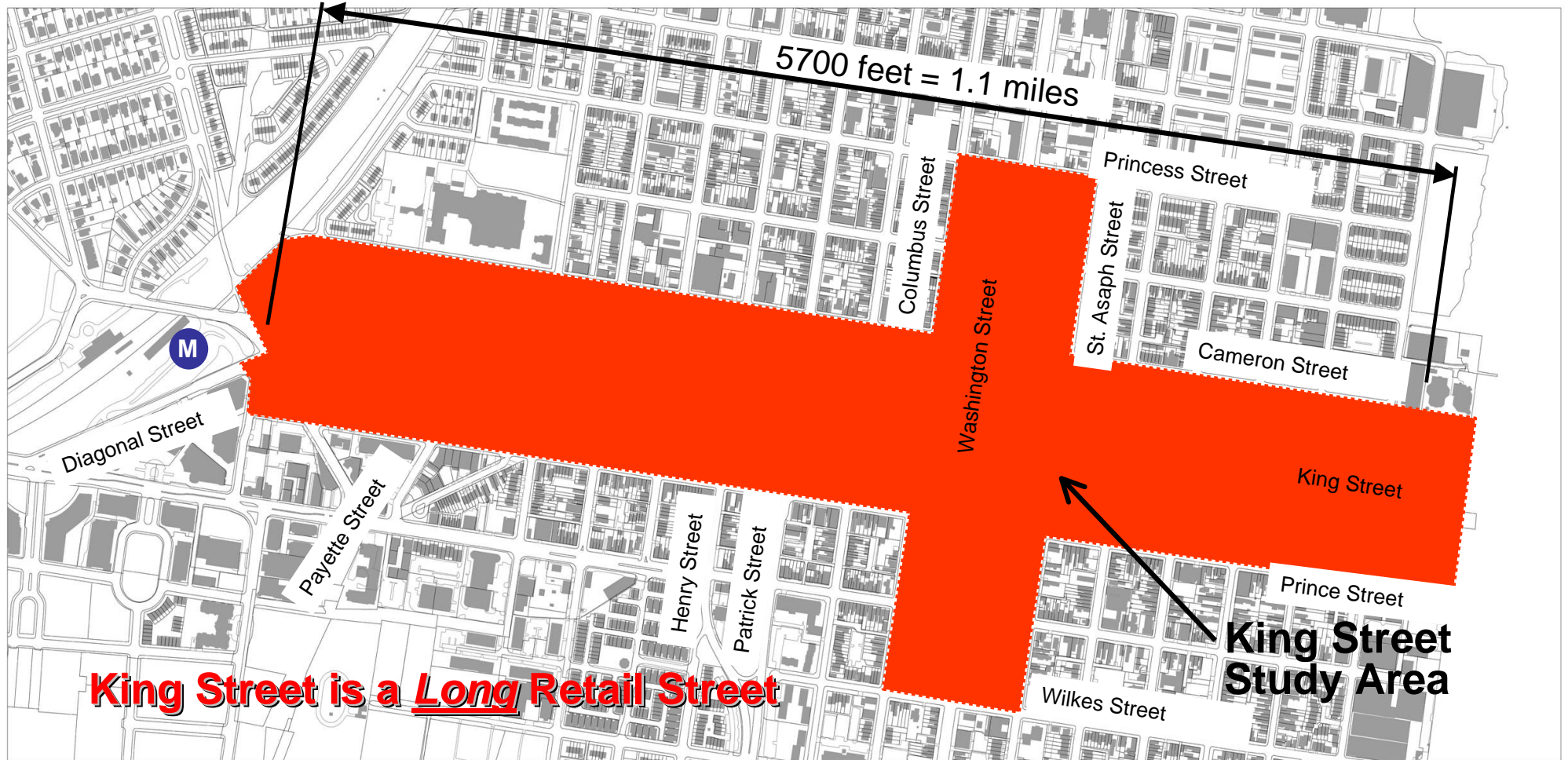
King Street Retail Study





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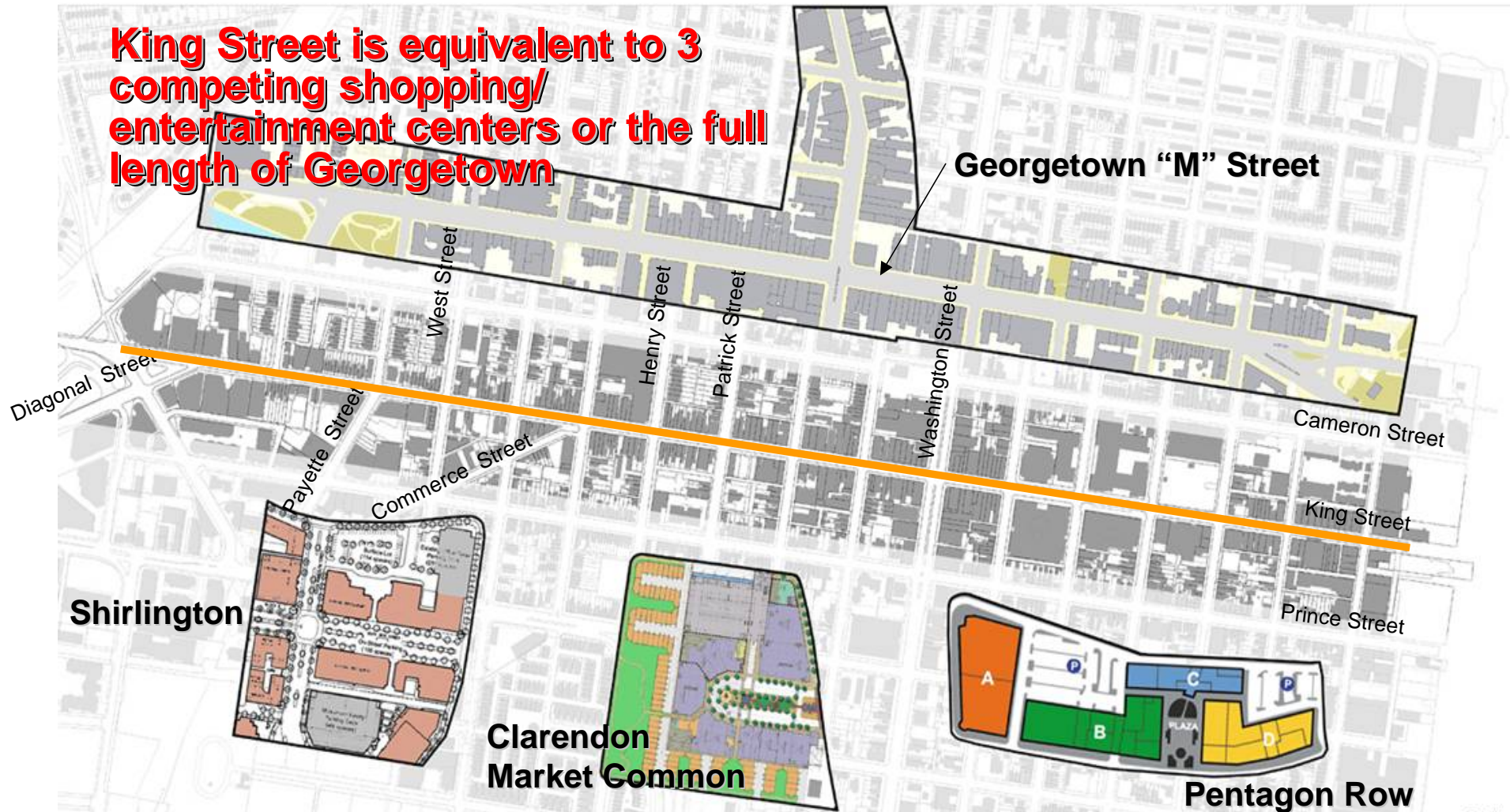
The Study Area



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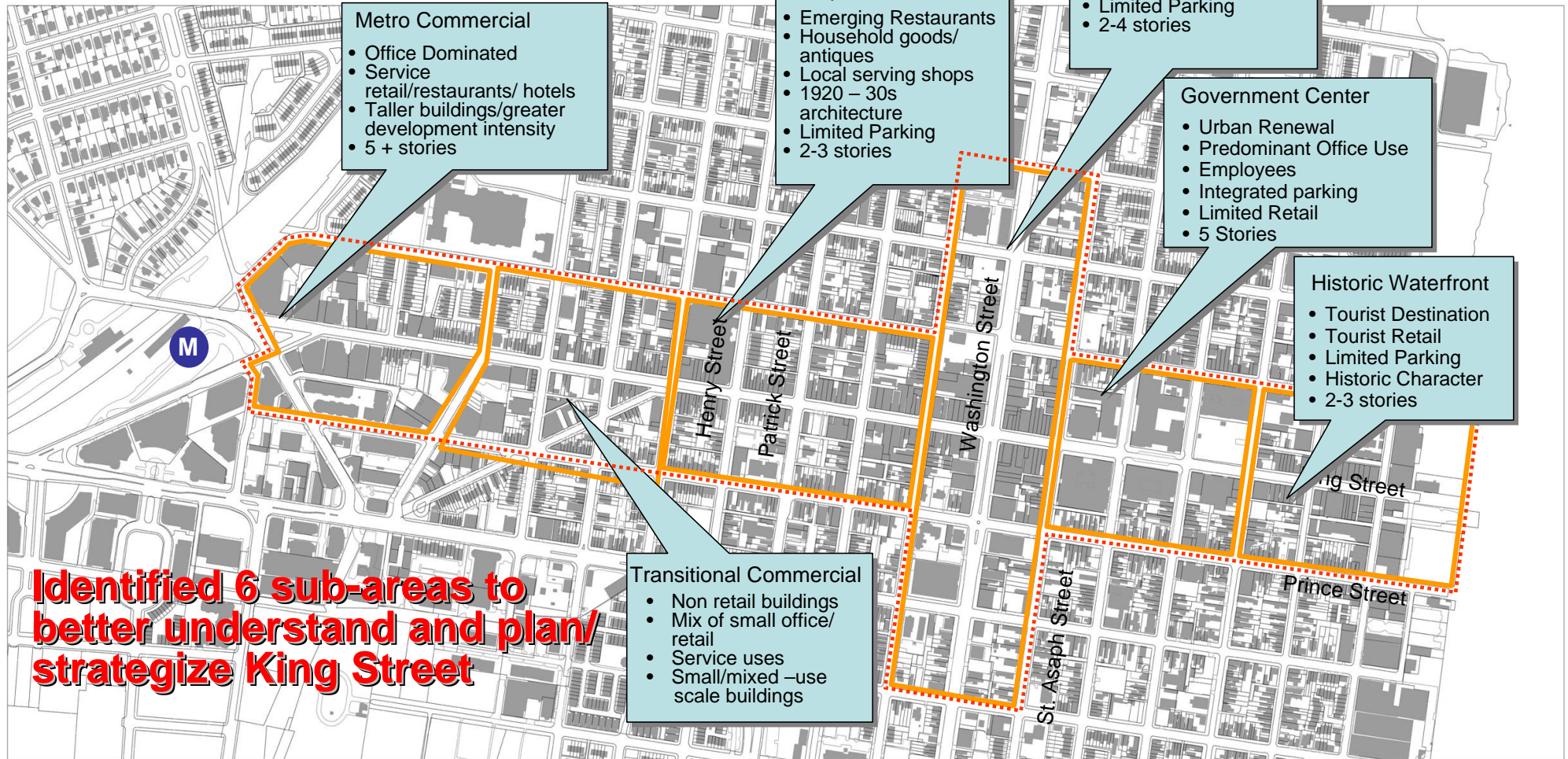
Comparative Analysis

King Street is equivalent to 3 competing shopping/entertainment centers or the full length of Georgetown



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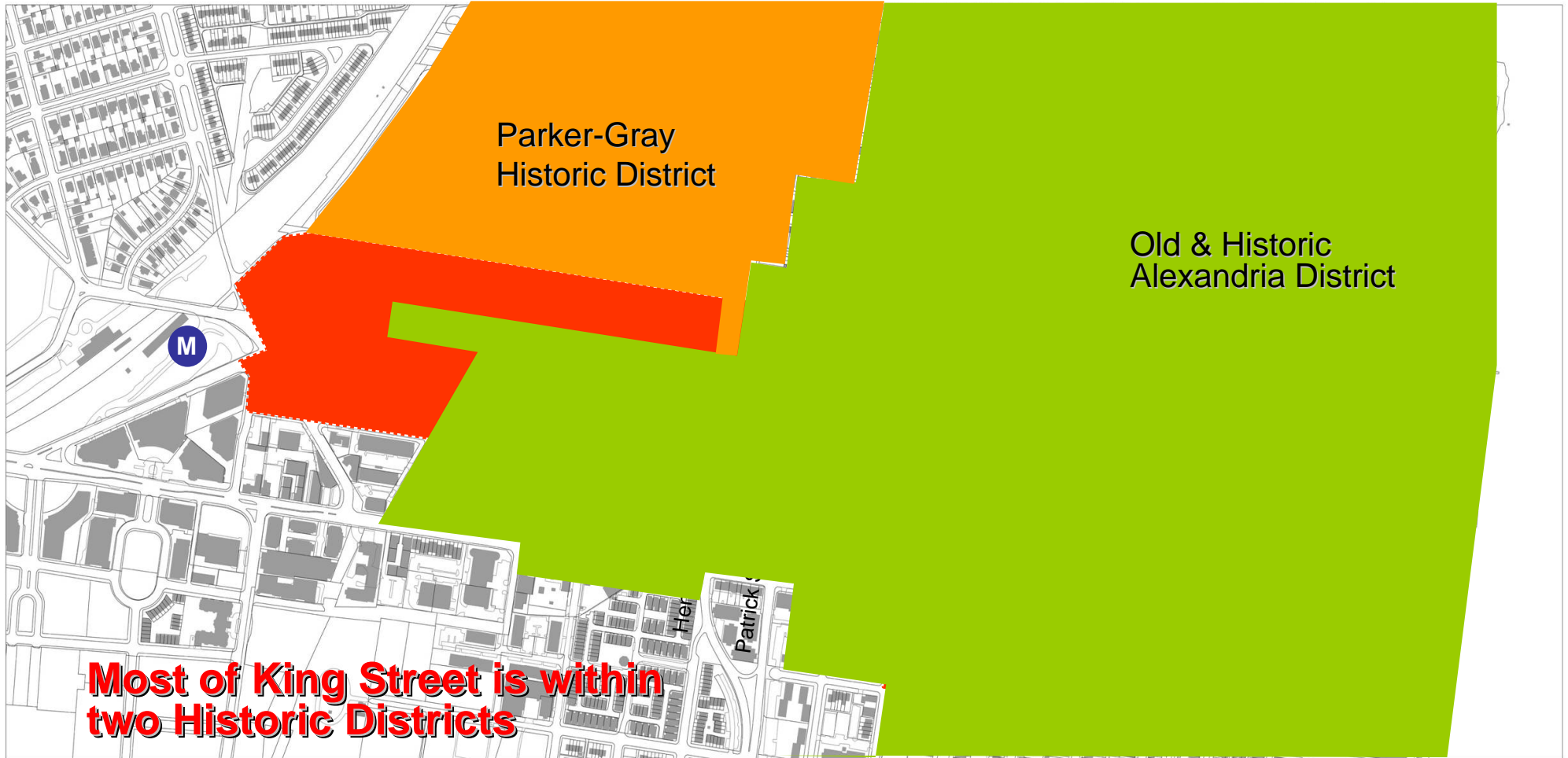
Sub Area Analysis



Identified 6 sub-areas to better understand and plan/strategize King Street

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The Historic District



King Street Retail Study



King Street Retail Study

Business Survey

• Business Interviews (25+ Stores)

- ❖ Average years in business: 11
- ❖ Average Size: 4,869 SF
- ❖ Average Employees: 12.6
 - *Excluding Restaurants* 7.2

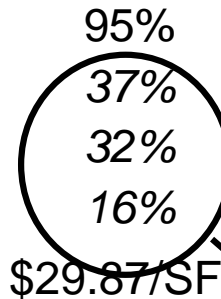
• Typical Hours of Operation: Different Closing Times

- ❖ Open 10/11 AM
- ❖ Close 6/7 PM
- ❖ Close 8/9 PM
- ❖ Close 10/11 PM

• Average Rent:

• Key Competition:

- Georgetown & Pentagon City



• Sales Data

- ❖ King Street Average Sales: \$352/SF
- ❖ National Average: \$265/SF
 - King Street High: \$1,066/SF
 - King Street Low: \$129/SF
- ❖ Sales Trends
 - King Street Average: +1.2%/Yr
 - King Street High Trend: +16%/Yr
 - King Street Low Trend: -15%/Yr
 - Share w/Sales Increasing 59%
 - Share w/Sales Decreasing 35%
- A general decrease in the “Waterfront District and an Increase in “Regional Crossroads”

A Problem

King Street Retail Study

Business Mix

• Number of Businesses: 539

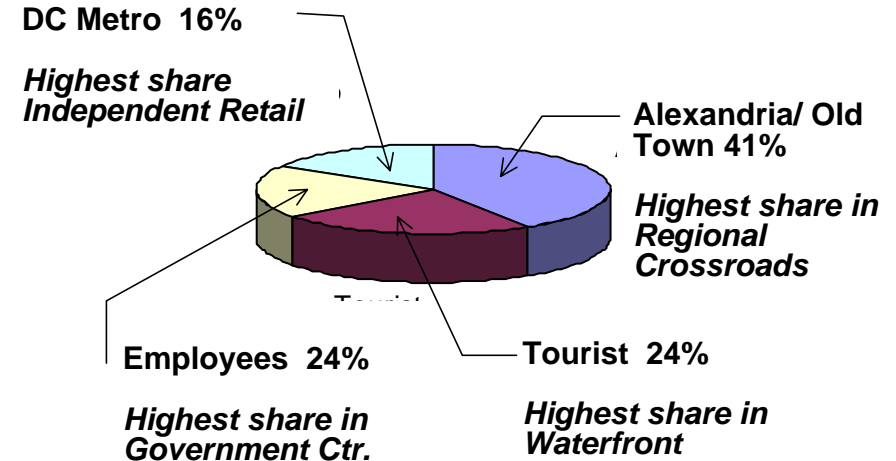
❖ Retail	302 (55%)
– Shopper Goods (31%)	167
– Restaurants	75 (14%)
– Personal Service	40 (7%)
– Convenience	20 (4%)
❖ Offices	182 (34%)
❖ Vacant Spaces	55 (10%)

• Independents v. Chains

• Number of Chains	31 (10%)
• Square Feet	135,400 (18%)
• 600 Block	8 (57%)
• Net Change 96 – 03	+3 (01%)

Source of Business - King Street 2003

Source: Randall Gross / Development Economics - Business Survey



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Business Survey

CHANGE IN COMMERCIAL INVENTORY (sf) KING STREET – 1996 – 2003

			1996-2003 Change		
	1996	2003	Number	Percent	
<u>Retail Uses</u>					
Convenience	38,293	38,609	316	1%	
Shopper Goods	373,135	371,237	(1,898)	-1%	
Eating & Drinking	226,560	224,331	(2,229)	-1%	
Entertainment	6,250	-	(6,250)	-100%	
Personal Services	42,215	46,394	4,179	10%	
Sub-Total	686,453	680,571	(5,882)	-1%	
<u>Other Uses</u>					
Office	557,288	568,694	11,406	2%	
Residential Apts	25,619	25,619	-	0%	
Sub-Total	582,907	594,313	11,406	2%	
Vacant	152,320	152,382	62	0%	
TOTAL	1,421,680	1,427,266	5,586	0%	

**Net change in
Inventory in last 6
years 0%**

Sources City of
Alexandria Department of
Planning & Zoning &
Randall
Gross/Development
Economics

Inventory includes only buildings with at least 15% in retail use. 1996 data from prior Department of Planning & Zoning

King Street Retail Study

Business Survey

CHANGE IN COMMERCIAL INVENTORY, KING STREET 1996 TO

2003

1996-2003 Inventory Changes

<u>Eating & Drinking</u>	1996	2003	1996-2003 Change	
			Number	Percent
Restaurant	226,560	224,331	(2,229)	-1%
Pub	-	-	-	0%
Sub-Total	226,560	224,331	(2,229)	-1%
<u>Entertainment</u>	6,250	-	(6,250)	-100%
<u>Personal Services</u>				
Hair, Skin, Health	36,701	38,288	1,587	4%
Repair Services	5,515	8,107	2,592	47%
Sub-Total	42,215	46,394	4,179	10%
<u>Office Uses</u>				
Bus Svc-Print & Post	11,437	7,142	(4,295)	-38%
Bus Svc-Travel	6,972	6,972	-	0%
Prof Svc-Assn	23,019	24,439	1,420	6%
Prof Svc-Medical	16,731	17,751	1,020	6%
Prof Svc-Comm	5,839	5,839	-	0%
Prof Svc-Design	31,301	31,301	-	0%
Prof Svc-Legal/CPA	42,525	47,837	5,312	12%
Prof Svc-Other	48,086	46,270	(1,816)	-4%
FIRE-Finance	27,828	29,246	1,418	5%
FIRE-Insurance	4,556	4,556	-	0%
FIRE-Real Estate	18,874	25,357	6,483	34%
Government	56,427	56,427	-	0%
Other Office Uses	263,694	265,558	1,864	1%
Sub-Total	557,288	568,694	11,406	2%

❖ 1% Less Retail Use; 2% More Office Use

- **Apparel – Increase in Women's / Loss in Men's**
- **Health – 47% Increase**
- **Home Furnishings – 10% Increase**
- **Personal Services – 10% Increase**
- **Misc Shopper Goods (Gifts, Hobbies, Sport) – 28% Decrease**
- **Restaurants – 1% Decrease**

❖ No Change in Vacancy Rate

❖ Total Changes = 154

- **Changes in Use = 115**
- **Changes in Business = 39**

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Business Survey

Key Issues for Business Owners

	% of responses
1. Marketing of King Street	(16%)
2. Employee Parking	(12%)
3. Customer Parking	(12%)
4. City Regulatory Environment	(12%)
5. Streetscape/Environment	(9%)
6. Overall Economy	(7%)
7. Metro / Bus Transit Marketing	(7%)
8. West vs East King Issues	(5%)
9. City Services / Snow Removal	(3%)
10. High Rents / Landlord Issues	(3%)
11. Internal Management Issues	(3%)
12. Other – Speeding, Waterfront, Vacancies, Competition, Theft, Motorbikes	(12%)

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Business Survey

Market Findings Net New Demand for Selected Uses (2008)

● Convenience Food	11,900 SF
● Department Store	33,200
● Market/Grocery/Pharmacy	40,000
● Apparel	5,700
● Shoe Stores	19,700
● Home Furnishings	11,900
● Hardware	2,300
● Misc. Shoppers Goods (books, CDs, hobby)	23,500
● Restaurants (no bar)	-24,000
● Bar/Pub	29,700
● Cinema, related entertainment	45,000

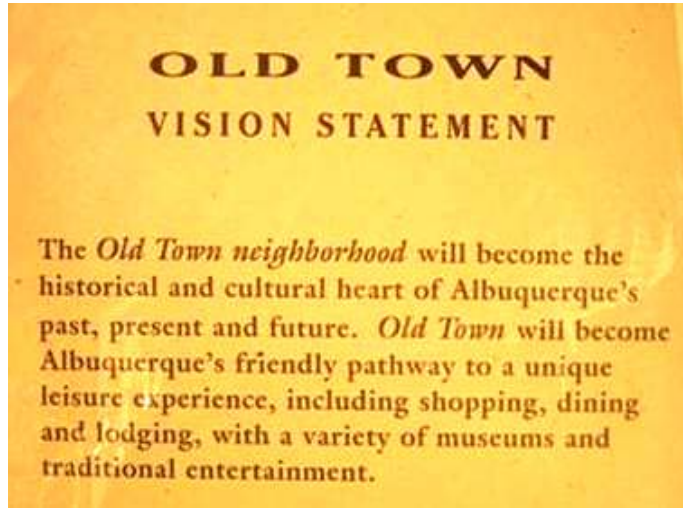
Guiding Principles

- **Mission**
- **Organization/Management**
- **Streetscape**
- **Waterfront**
- **Land Use**
- **Historic**
- **Parking**
- **Circulation/Transportation**
- **Marketing/Incentives**

King Street Retail Study

MISSION

- Draft a Vision Statement for King Street to create a common understanding of the role of King Street within the City of Alexandria
 - *planning and oversight should be consistent with the Mission*



Albuquerque, NM
OLD TOWN
Mission Statement

Vision Statement

To preserve and invigorate the historic Port City of Alexandria by providing a framework that encourages different interest groups to work toward a cohesive community that understands and respects the needs of each other. We offer memorable experiences through our museums, charming accommodations exciting shopping and dining , and a rich cultural nightlife. From the banks of the Potomac to the rails of modern-day rapid transit, our walkable city gives a unique view of living history – yesterday, today and tomorrow.

Sub Committee – King Street Advisory Committee



MANAGEMENT OF THE STREET & OLD TOWN

King Street Retail Study

King Street Management Organization

Create a public/private organization to manage the King Street initiatives and advise the City

- Create a Management/Advisory organization for King Street in Old Town - *King Street Partnership - (KSP)* to:
 - Support/Enhance the King Street Mission and Goals/Objectives
 - Advise the City on issues that relate to King Street
 - Coordinate the parking resources
 - Coordinate with DASH to provide enhanced transit services
 - Establish/Monitor retail/entertainment standards or guidelines for operations
 - Provide merchandising expertise
 - General Promotions
 - Merchandising Assistance
- Work with the City to establish public/ private streetscape standards
- Identify public and private maintenance responsibilities
- Identify and recruit complementary regional and local businesses Establish a Board which represents business and residential representatives

Consider funding through a Business Improvement District (BID) with paid management staff

King Street Retail Study



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STREETSCAPE - Vistas

- Maintain and enhance the visual focal points that terminate the views at the east and west ends of King Street
- Minimize the elements that block the vistas
- Add a visual element at the foot of King Street at the waterfront

Ship Masts



King Street Retail Study

STREETSCAPE – The Sidewalk

- Develop standards and guidelines for the design of the King Street sidewalk
 - Typical Sidewalk 16' building to curb
 - Establish a typical 7'-8' wide Pedestrian Zone – BUT permit reduction to 5' for maximum length of 30' – to accommodate sidewalk dining
 - Establish a Street Tree Zone of 4'
 - Balance of sidewalk for Landscape/Storefront/Stoops
- Require all sidewalks to be red brick – allow pattern to vary

Running Bond



Herringbone



Basket Weave

Herringbone



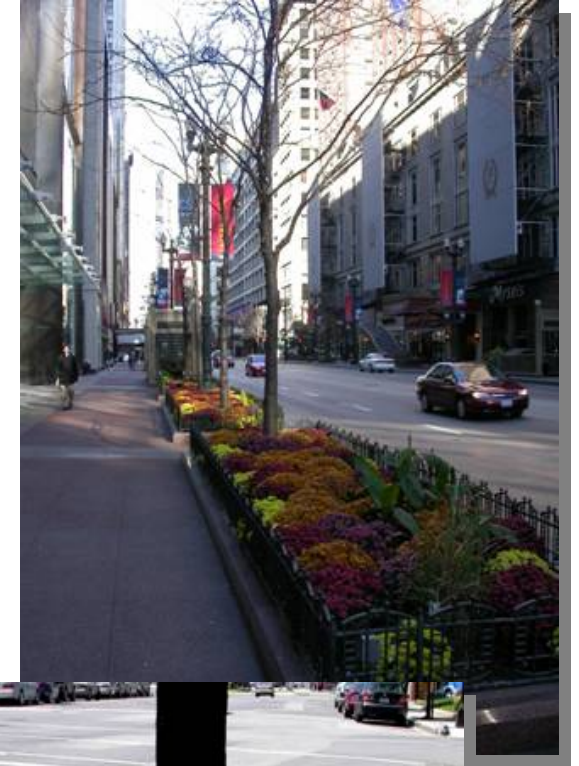
Basket Weave



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STREETSCAPE – The Sidewalk/Street

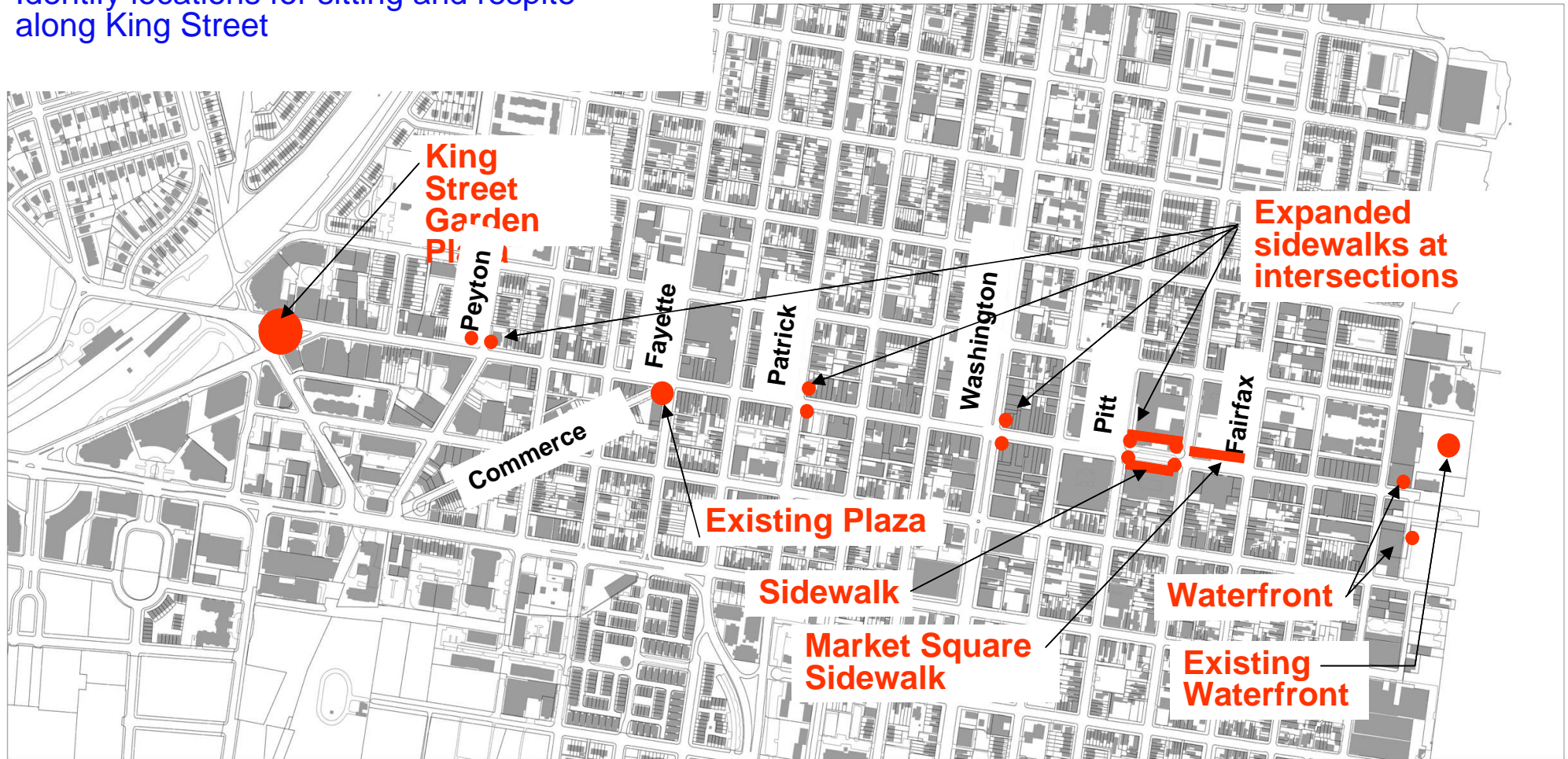
- Require planting (preferably seasonal color) or tree grates – No open dirt
- Evaluate the King Street street tree planting and maintenance standards
- Establish standards for trees – size and type



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STREETSCAPE –

Identify locations for sitting and respite
along King Street



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STREETSCAPE – Governmental Subarea

- Enhance the Streetscape with additional landscaping in strategic areas



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STREETSCAPE – The Street Clutter

- Remove the visual clutter that competes with the historic district and the overall character of the neighborhood
- Establish standards and guidelines for the public and private elements in the streetscape
- Require review of public elements in the streetscape



King Street Retail Study

STREETSCAPE – The Street Clutter

- Establish standards and guidelines for the public and private elements in the streetscape
- Require review of public elements in the streetscape



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STREETSCAPE – The Street Clutter

- Remove long signal arms – utilize pole mounted signal and short arm



King Street Retail Study

STREETSCAPE – The Sign Clutter

- Remove the visual clutter of signs that compete with the historic district and the overall character of the neighborhood



The signs should have a theme of welcome to Alexandria – but most are “don’t do this, limit that”

King Street Retail Study

STREETSCAPE – Directional Signs

- Create a comprehensive set of well designed signs for direction/control



Multiple messages on one sign



King Street Retail Study

STREETSCAPE – The Directional Sign Clutter

- Create a comprehensive/integrated way finding and historic interpretive sign program
 - Integrate the way finding with a citywide way finding program
- Create an orientation center (kiosk) at the Metro or King Street Garden
- Create an Alexandria Cultural Walk
- Establish a directory of commercial and Cultural enterprises
- Create a strategy for locating and mounting the signs
- Create a higher standard of sign design commensurate with the quality of Old Town
- Require review of public signs in the streetscape



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STREETSCAPE – The Directional Sign Clutter

- Create a comprehensive way finding and historic interpretive sign program



Chicago's historic building directory



What other cities have done



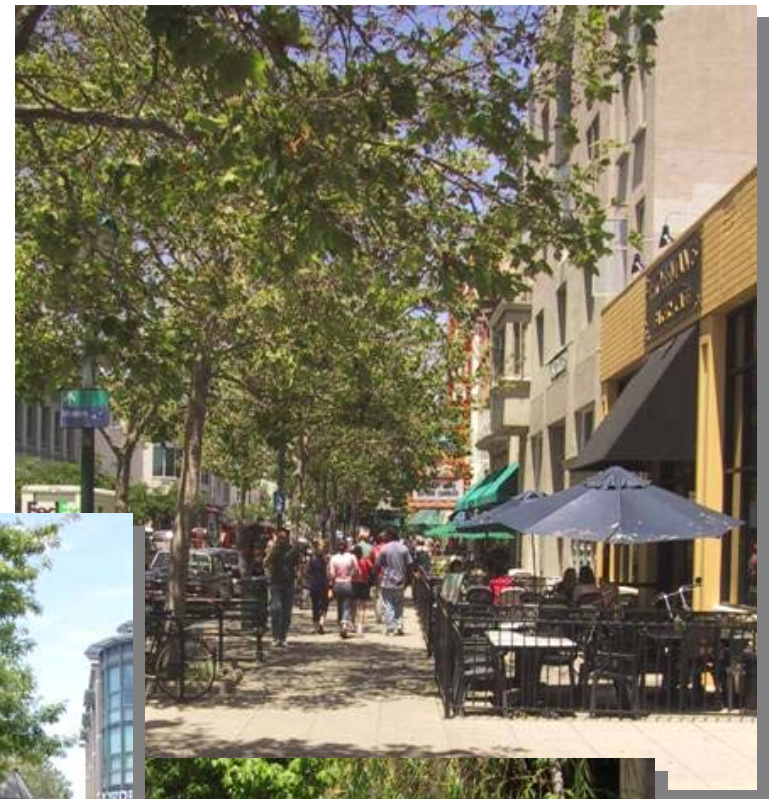
What Alexandria is doing in Carlyle



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STREETSCAPE – Outdoor Dining/Sidewalk vending

- Encourage the opportunity for outdoor dining in the King Street/Old Town area



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WATERFRONT

- Begin the planning process to resolve the issues that are impediments to creating a world class waterfront consistent with the potential for Old Town



The access to the Waterfront



The Potential

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WATERFRONT

- Begin the planning process to resolve the issues that are impediments to creating a world class waterfront consistent with the potential for Old Town



Existing



The Potential

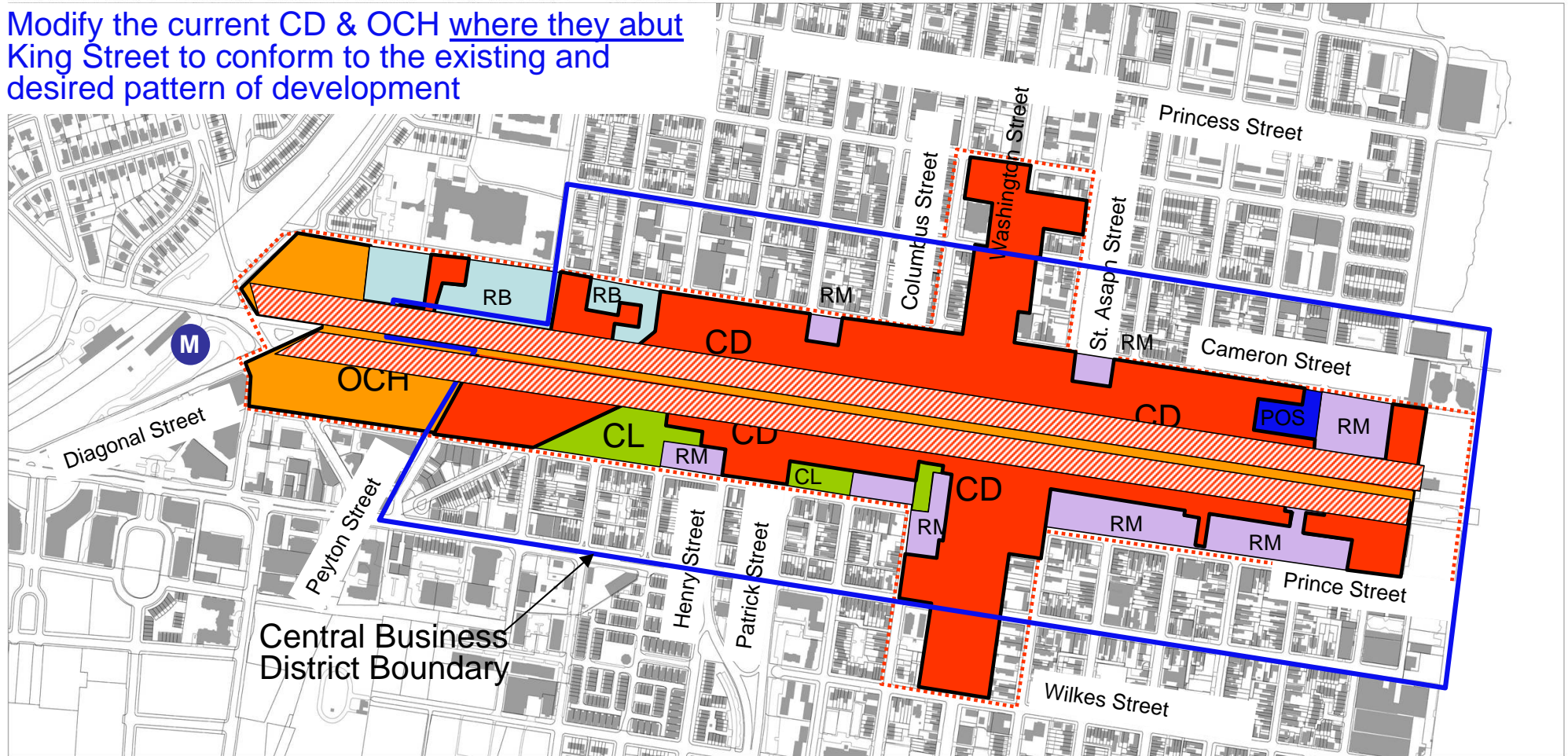
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Regulatory Controls – Zoning

Modify the current CD & OCH where they abut King Street to conform to the existing and desired pattern of development



King Street Retail Study

LAND USE – CD ZONE

GOAL: CREATE A LIVELY RETAIL DISTRICT
AND A PEDESTRIAN FRIENDLY
STREETSCAPE

GROUND FLOOR USES

- Assure retail & pedestrian activity along the street by limiting office, banks/financial institutions & residential uses on the ground floor
- Optimize the pedestrian experience by requiring 65-75% of the ground floor to be show windows / storefront
- Establish maximum width of 25' for personal service establishments and ground floor lobbies along King Street

UPPER FLOOR USES

- Encourage full utilization of upper floors
 - Office to provide daytime users
 - Residential to provide 16 hour activity and lights on the street.
- Reduce parking disincentive for residential



King Street Retail Study

LAND USE – CD - ZONE

GOAL: CREATE A LIVELY RETAIL DISTRICT
AND A PEDESTRIAN FRIENDLY STREETScape

- Adjust the USES to be consistent with the King Street Concept
 - Eliminate the inconsistent uses, e.g. single family housing, townhouses
- Incorporate incentives where possible to achieve the desired goals for King Street
- Recognize that King Street is a mixed-use neighborhood – and craft zoning language to accommodate a mix of uses
- Recognize that King Street is a series of related districts with different characteristics and requirements
- Create additional requirements where development is not within an historic district.



King Street Retail Study

LAND USE – CD ZONE

Ground floor office uses create dead pedestrian zones along the retail streetscape. Office uses tend to close off windows for privacy, creating blank facades.



They Can't Give it Away

*A British bank testing responses to its window displays put up a sign offering a 5 pound note to anyone who would step inside to collect it, the BBC reported. After two hours, no one had taken up the offer. A spokeswoman told the BBC, “**The basic conclusion that we came to was that people would much rather look at shops that are selling dresses than financial services.**”*



Pedestrian spaces become the smoking zone!



Ground floor office uses create dead pedestrian spaces in the retail/ pedestrian areas



King Street Retail Study

LAND USE – CD ZONE

SPECIFIC CHANGES TO THE CD ZONE PROPERTIES FRONTING KING STREET

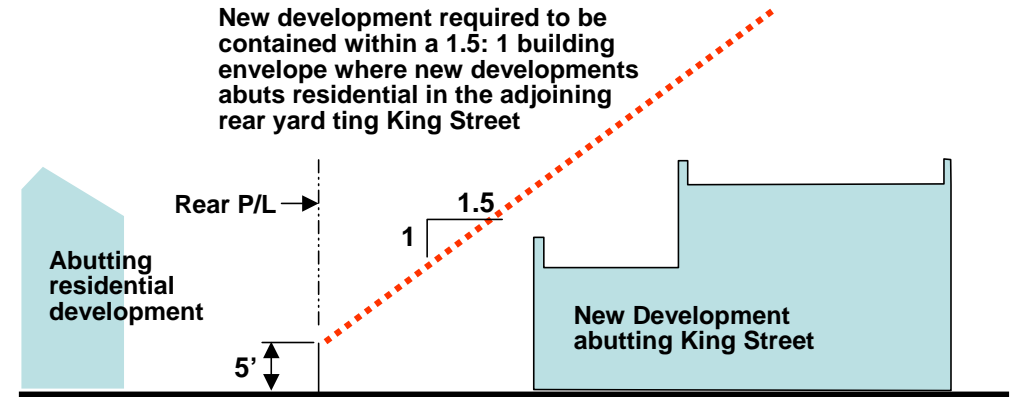
- Uses deleted from revised zone
 - Single-family dwelling
 - Two-family dwelling
 - Townhouse dwelling
 - Cemetery
 - Public School
 - Seminary/Convent/Monastery
 - Apartment Hotel
 - Bed & Breakfast
 - Day Care, Day Nursery, Nursery School
 - Day Labor agency
 - Drive through facility
 - Funeral home
 - Home for the elderly
 - Homeless shelter
 - Hospital
 - Medical care facility
 - Nursing or convalescent home
- Rooming house
- Social service use
- Tourist home
- Wholesale business

King Street Retail Study

LAND USE – CD ZONE

SPECIFIC CHANGES TO THE CD ZONE PROPERTIES FRONTING KING STREET

- Require the ground floor of all new or renovated development to have a retail use (or other permitted use) and storefront windows or show windows for a minimum of 75% of the King Street frontage.
- Add language to recognize the accommodation of multiple uses within a structure
 - Recognize all residential as multi-family residential as part of a mixed-use development
- Eliminate frontage requirements for residential sites
- Eliminate the residential side yard requirements
- Recognize that the accessory residential is urban living, and require 400? SF of usable open space/unit
 - Open space may be on grade, roof top or an open balcony
- Require all new development to be contained within a rear yard defined by a 2:1 building envelope when the development abuts a lower density residential use



King Street Retail Study

LAND USE – CD ZONE

SPECIFIC CHANGES TO THE CD ZONE PROPERTIES FRONTING KING STREET

- Maintain the current FAR requirement for commercial and apply the same requirement to mixed-use development.
 - Consider a gross FAR requirement similar to East Eisenhower Plan – above grade parking and habitable spaces less than 7.5' ceiling height are to be included within the FAR
- Modify parking requirements to allow one parking space per residential dwelling unit (currently 1.3 to 1.75)
- Based upon the approval of detailed standards and guidelines, accommodate proposals such as:
 - Administrative level planning approval of outdoor dining based upon specific criteria

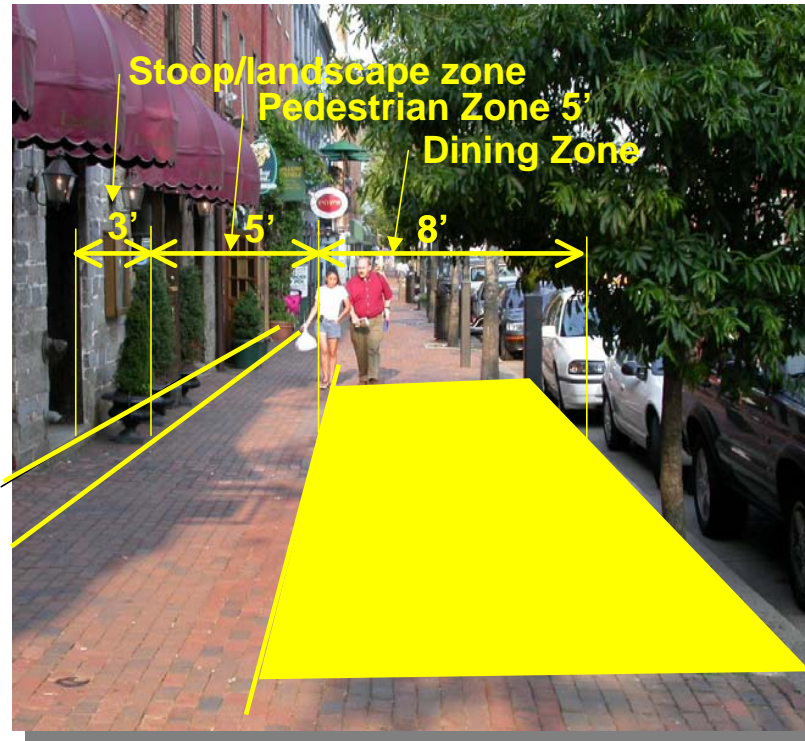


King Street Retail Study

LAND USE – CD ZONE

SPECIFIC CHANGES TO THE CD ZONE PROPERTIES FRONTING KING STREET

- Develop guidelines and standards for outdoor dining



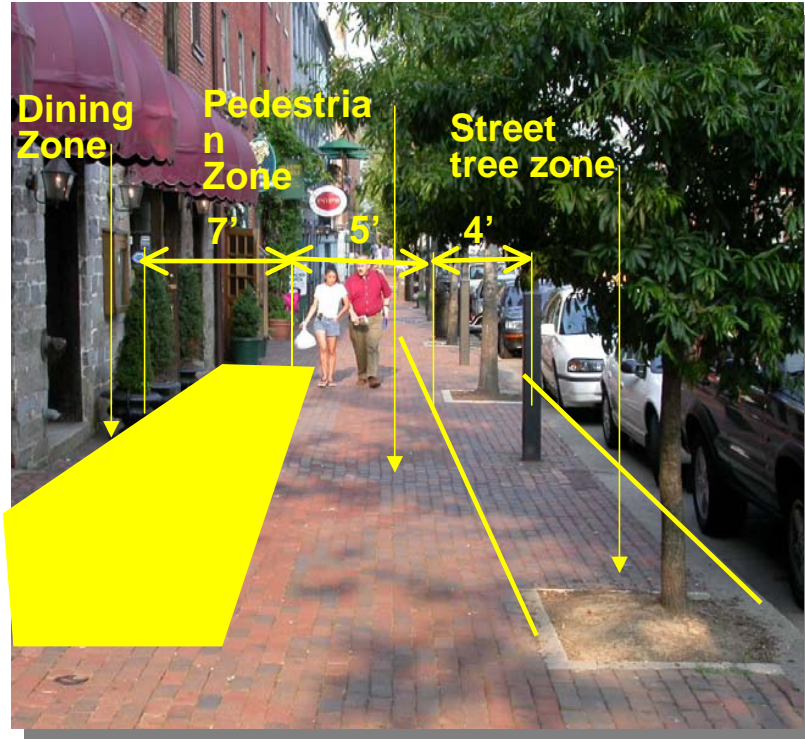
Dining at the Curb

King Street Retail Study

LAND USE – CD ZONE

SPECIFIC CHANGES TO THE CD ZONE PROPERTIES FRONTING KING STREET

- Develop guidelines and standards for outdoor dining



Dining at the Building Wall

King Street Retail Study

LAND USE – CD ZONE

SPECIFIC CHANGES TO THE CD ZONE PROPERTIES FRONTING KING STREET

- Administrative SUP for approval of full service restaurants less than 100 seats and located west of Washington Street
- Limit amount of fast food dining per subarea by requiring SUP for all food vending venues where the primary business is carry out food and/or the utensils are disposable
- Permit valet parking for individual business with an administrative use permit based upon an established set of criteria. Develop administrative approval for encroachment permit
- Create store front design guidelines that are coordinated with the BAR guidelines
- Store fronts to conform with the historic culture of Alexandria's Old Town



New Opportunities for Sitting and Dining along King Street

King Street Retail Study

LAND USE – The Alexandria Culture

- National Chains and all commercial buildings should conform to the historic culture of Alexandria



McDonalds does not conform to Alexandria's culture



McDonalds conforms to Chicago's aesthetic culture



King Street Retail Study

HISTORIC CULTURE

- Develop the “Alexandria Walk” as a major attraction for King Street/Old Town including:
 - Common signage
 - Common opening hours
 - Common promotion
 - Self Guided and Docent Guided Tours
 - Museum Shop
- Complete the inventory of the secondary historic resources
- Encourage the completion of the historic plaque program





King Street Retail Study

Marketing Program

PROGRAMMED ACTIVITIES

Create a series of programmed activities that will differentiate King Street from the competition by providing a sense of a true community and active urban street life

- **Street Festivals & Events**

- Consider art competitions, shows, and festivals to build on those in Del Ray or other parts of the city.
- Capitalize on the desire merchant's desires to decorate the street for more seasonal holidays
- Evaluate the policies re: exterior holiday decorations
- Test the "festival/event" concept to determine potential for increasing retail traffic and sales

- **Farmer's Market –**

- Build upon the success of the already successful farmer's market

PUBLIC ART

Capitalize on the reputation of the Torpedo Factory to attract visitors to art events

- **Permanent Art**

- Capitalize on the opportunity for the use of permanent public art as a marketing tool

- **Temporary Exhibitions**

- Utilize temporary/rotating exhibitions to encourage repeat visitation.
- Exhibitions and permanent installations can be complementary.



King Street Retail Study

Marketing Program

RECREATIONAL PROGRAMMING

Capitalize on Alexandria's waterfront as a recreational and open space amenity

- **Open Space** - Program open spaces to provide entertainment for visitors and residents.
- **Trails** - Link the waterfront and other areas with existing and potential new biking, walking, and recreation trails
- **Sailing/Boating/Marinas** - Enhance the waterfront physically and programmatically to celebrate the city's history.
- **Boating Festivals** - Provide new programs that create active boating festivals.
- **Sports Events** - Organize crew regattas, volleyball & softball tournaments or leagues and other outdoor recreation opportunities.

ARCHITECTURAL HERITAGE

Capitalize on Alexandria's architectural & cultural heritage

- **Walking Tours** - Create walking tours and “fun walks” to capitalize upon Old Town's preserved architectural heritage and “urban” experience
- **Educational Programs** - Establish educational programs to understand the architectural and urban planning heritage



King Street Retail Study

Marketing Program

RECRUITMENT & RETENTION

Develop a program to assist in the recruitment and retention of appropriate King Street retail

- **Recruitment** - The following are recommended as types of uses that should be targeted for recruitment:
 - **Arts & Related Stores** - Attract such specialty uses as an art / craft supply retailer of music store. This type of store could be located near the Torpedo Factory
 - **Grocery Store** - Capitalize on demand for groceries & pharmacies (healthcare goods) - beyond the new Whole Foods Market
 - **Entertainment** - There is a clearly identified potential and a market gap for entertainment venues (beyond existing side uses).
 - **Old Town Theater** - The reopening of the Old Town Theater provides a needed entertainment venue

- **Waterfront Entertainment Venue** - Consider a waterfront entertainment venue, perhaps the redevelopment of the City's food court:
 - Live Music Venue
 - Legitimate Theatre (theatre, children's puppet theatre, etc)
 - Cinemas - (art-house)
 - Museum/Exhibition Center (art exhibitions historic/cultural permanent collection)
- Archaeology Museum
- Family Entertainment Center (recreation/games w/ eat/drink)
- Community Entertainment Facility (rec/education facility, etc)



King Street Retail Study

Marketing Program

RECRUITMENT OF NEW BUSINESSES

- **Independent Retailers** – Create recruitment programs to focus on attracting locally-owned, independent stores to fill vacant/new spaces.
- The market analysis identified potential demand for:
 - additional apparel & accessories;
 - Shoes;
 - home furnishings;
 - pubs, and other uses.
- The City/AEDP's sponsorship of entrepreneur and small business development programs are the key to encouraging the “incubation” of small, locally owned businesses.



King Street Retail Study

Marketing Program

RETENTION OF EXISTING BUSINESSES

- **Retention** - The City/AEDP should expand the outreach and monitoring of existing businesses to foresee problems and assist the business entities
- **Intervention** - The City, AEDP, or some monitoring agency should identify actions in support of existing businesses that may be threatened for a variety of reasons.
- **Outreach & Promotion** - City/ACVA to develop programs for outreach and promotion in addition to the event planning. Identify methods of increasing business without increasing the number of visitors to King Street.
- **Networking** - Assist King Street businesses by creating networking programs to strengthening ties among the existing retailers
- **Local Buyer Programs** – Create local buyer programs to target residents, employee shoppers, and businesses so that local businesses assist each other by buying locally.
- **Hotels/Conferences** – Continue the ACVA effort to build close relationships with the hotels to ensure that hotel guests patronize the King Street businesses.



King Street Retail Study

ECONOMIC INCENTIVES

FACT:

Rents have increased, and will increase so long as the King Street corridor remains a vibrant commercial district.

CONCERN:

The loss of smaller, independent, “mom-‘n-pop” storefronts when only chains can afford the higher rents.

REALITY

- *King Street has remained a viable location for small businesses despite national trends favoring chains.*
- *There is no legally-appropriate way to prevent private property owners from obtaining market rents for their stores. The same is true for housing, which is why there is an affordable housing crisis in many cities.*
- *The best approach for addressing this issue is, (like housing) to incent the developer/property owner to provide affordable storefronts. The following are examples of programs that have been implemented in other jurisdictions:*

Revolving Loan Fund

- Through the implementation of a Business Improvement District (BID), create a Revolving Loan Fund that provides monies to retailers to assist in various aspects of initiating a new business. Potential uses could be storefront design and improvements, interior improvements, inventory, working capital, etc.

Other Thoughts

- Encourage businesses to purchase buildings to control rents
- Utilize upper floor spaces that are typically less rent than ground floor space – recognizing that second floor space is less desirable than first floor space for retail
- Utilize CBDG monies to assist new businesses

Monitoring Programs.

- Regardless of the incentives offered, there should be a monitoring program in place to ensure that existing and prospective independent retailers have access to affordable rents in the district.

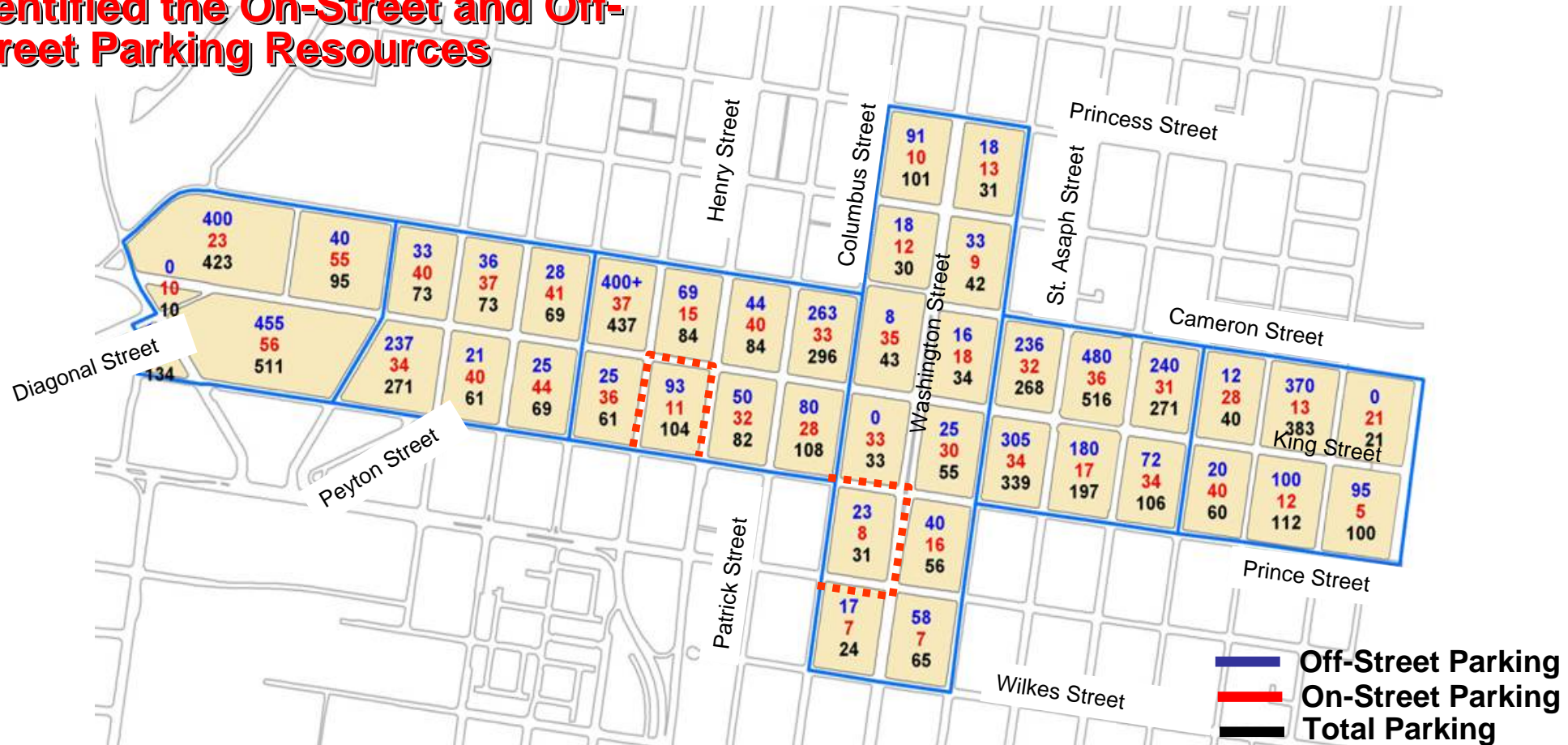
King Street Retail Study



King Street Retail Study

PARKING –

Identified the On-Street and Off-Street Parking Resources



King Street Retail Study

PARKING –

Principles

- Serve retail customers with on-street parking – maximize turnover
- Serve employees and longer-term customers with off-street parking – maximize garage usage
- Maximize use of transit to the area – even for local trips (e.g. PTO-to-Old Town)
- Direct users to appropriate parking supply

Existing Conditions

- Capacity is limited:
 - Based on City Parking Requirements
 - Deficit ranges between:
1,082 spaces (*Parking Study*) &
2,225 (*Metro Parking District Standards*)
 - Largest Deficit area is in the “Metro Commercial” area
 - Of 5,988 total spaces, 19 percent are on-street.

King Street Retail Study

PARKING –

On-Street Parking Occupancy: Percent of Spaces Unoccupied by Time of Day

Sub-Area	11a m- 1pm	1pm- 3 pm	3 pm- 5 pm	5 pm- 8 pm
Historic Waterfront	5%	7%	20%	12%
Government Center	8%	10%	24%	22%
Regional Crossroads	26%	34%	48%	36%
Independent Retail	19%	28%	39%	37%
Transitional Commercial	30%	38%	41%	38%
Metro Commercial	28%	32%	33%	25%

- Despite perceptions, generally parking is available
 - Waterfront & Governmental Center are fully occupied at mid-day
 - Waterfront tight in the evening
 - Other areas have capacity at all times
- High level of turnover:
 - **Lowest - Transitional Commercial (2.9/space)**
 - **Highest - Governmental Center (5.7/space) & Historic Waterfront (5.4)**
- Average duration under two hours,
 - **except in Transitional Commercial area (2.02)**
- Longest duration (over 6 hours) concentrated in a few blocks
 - **7 blocks have 15% of cars that stay more than 6 hrs.**

King Street Retail Study

PARKING –

On-Street Parking Survey Results:

Sub-Area	Total Spaces	Average Daily Turnover	Average Duration (hours)	Percent Parked Over 4 Hours
Metro Commercial	148	3.5	1.87	10%
Transitional Commercial	221	2.9	2.02	13%
Independent Retail	225	3.6	1.68	8%
Regional Crossroads	175	4.8	1.06	3%
Governmental Center	192	5.7	1.29	3.7%
Historic Waterfront	142	5.4	1.51	5%

King Street Retail Study

PARKING –

Employee Survey Results

- Commuting mode:
 - 76.9% *drive alone*
 - 5% *Metrorail*; 5 percent *walk*
 - 6.8% *take bus only*
 - 7.3% *vanpool/carpool*
- 66% park in public/private garage/lot
- 35% park on-street
- 46% of off-street parkers have employer-paid parking
- Off-street parkers strongly agree that they do it because:
 - *Because employer pays (52%)*
 - *Parking restrictions on street (58%)*
- Nearly half of on-street parkers return to their car during the day; 76% move their car during the day.

Employer Survey Results

- 61.4% have own employee parking
- 61 % have employees who leave to move cars during the day
- Enough on-street parking for customers:
 - *Strongly disagree*—38%
- Enough off-street parking for customers:
 - *Strongly disagree*—38%
- Perceived lack of parking discourages customers:
 - *Strongly agree*—47%
- I would contribute to a validation program for my customers:
 - *Somewhat agree*—40%
- I would contribute to a valet program:
 - *Strongly disagree*—65%

King Street Retail Study

PARKING –

Conclusions based upon Study Results

- On-street parking problem may be perception, accurate only in certain areas
 - Turnover adequate except at Metro Commercial, Transitional Commercial, Independent Retail
 - Average duration under 2 hours except in Transitional Commercial
 - Occupancy only an issue at peak times in Historic Waterfront, Governmental Commercial
- Off-Street parking is largely all-day - available capacity afternoons & evening is significant
- Employees use garages if employer pays, to avoid parking enforcement of restrictions
- Employers see parking as a problem, in terms of perception by customers.
 - Moderate support for customer validation program
 - Lack of willingness to financially support valet parking program
- City lacks a comprehensive parking signage program



King Street Retail Study

PARKING –

Parking Improvement Strategies

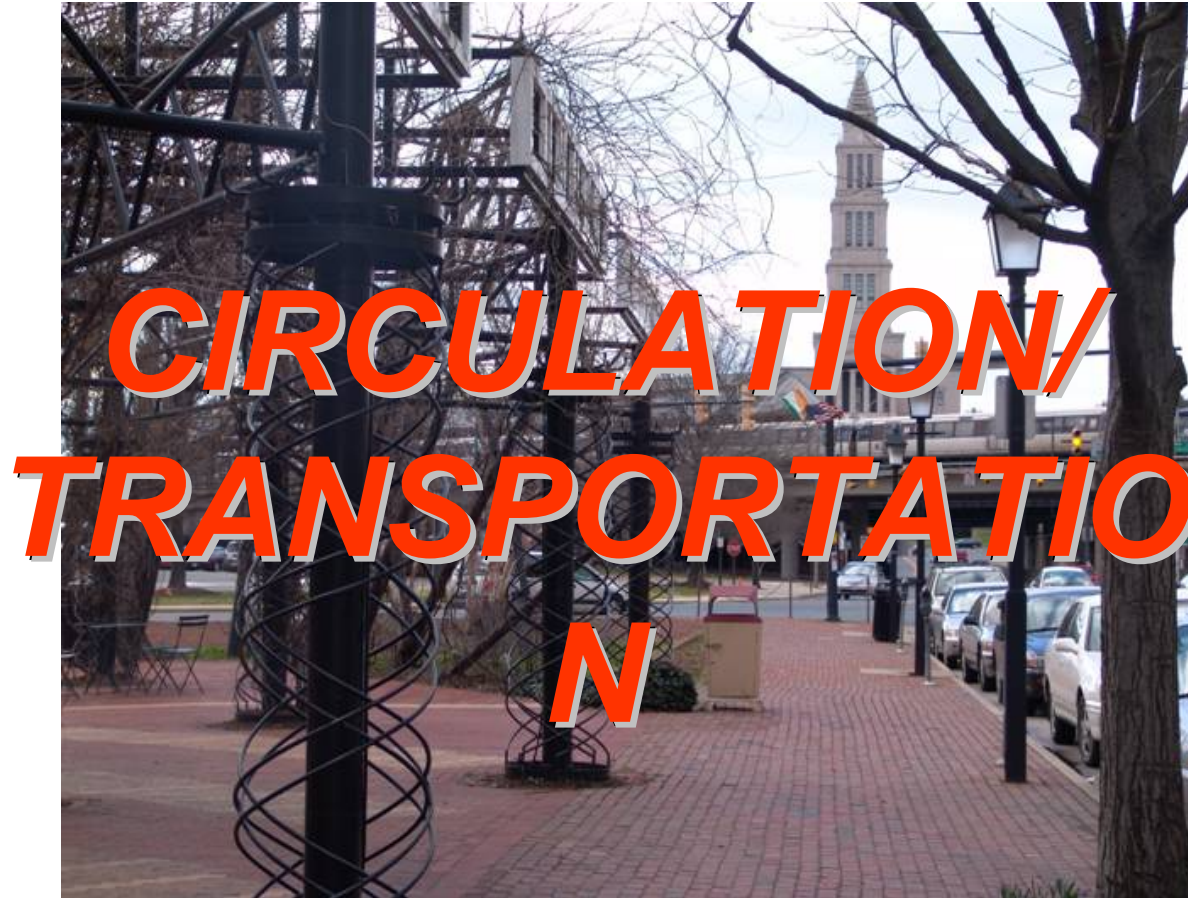
- Maximize the use of off-street parking:
 - Work with private garage owners to permit/encourage public parking
 - Develop brochure and website identifying available off-street parking, costs, hours, etc.
 - Develop plan for a uniform, Old –Town comprehensive parking signage program to lead visitors to off-street parking locations
 - Develop a program to encourage/subsidize off-street employee parking
 - Implementation a revitalized “Park Alexandria” parking validation program
 - Develop agreements with parking garage owner-operators regarding acceptance of merchant distributed stamps/passes
- Develop purchase mechanism for merchant purchase of parking discount media
- Develop logo, web page & professional marketing campaign to make merchant community and customers aware of the program
- Valet Parking:
 - Simplify approval process by permitting administratively rather than through SUP.
 - Create standards for valet parking:
 - Lease of on-street spaces for customer drop off/pickup,
 - Hours and days of operation,
 - Graphics/signage,
 - Location of off-street parking supply and contract with provider,

King Street Retail Study

PARKING – Next Steps

- Transit Shuttle:
 - Develop operations plan and cost for lunchtime shuttle connecting PTO to waterfront area during lunch hours (link to PTO Metro shuttle).
 - Identify funding sources.
- Parking Graphics Program
 - Create signage at Gateways
 - Create uniform program of wayfinding to off-street parking garages
 - Uniform signs at garages with pricing clearly designated
- Parking Management/Organization
 - Implementation plan—organizational responsibility, funding sources, timetable, capital plans.
 - Create an organization to plan and coordinate the public and private parking resources





King Street Retail Study

TRANSPORTATION – CIRCULATION

Current Shuttle Conditions

- Dash About Shuttle
 - Operates Friday evenings, Saturday, Sunday
 - Free
 - 15 minute headways
 - Transit bus with special graphics
 - Metro to Market Square on King Street
- Serves peak periods for Old Town dining
- Trip time by bus comparable to walk
- No special lunch time shuttle currently exists.
- DASH AT7:
 - 11 to 14 minute trip time each way
 - Hourly headways mid-day
 - \$1.00 cash fare (transfers and passes also valid)

Shuttle Options/Opportunities

- Options for PTO Lunchtime Shuttle:
 - Existing service - AT7, or
 - Enhanced AT7 service, or
 - Dedicated shuttle
- Desirable Shuttle characteristics:
 - Lunch hours only, M-F 11am-2 pm
 - High frequency-no more than 10 minute headways, preferably much less—
5 to eight minutes
[7.5 minutes requires 4 buses]
 - Eventually use Next Bus information system to countdown time to next bus
 - Free or minimal cost to user
 - Distinctive markings or vehicles, stops
 - Simple, clear route—may have to skip stops on King, or use alternative routes to cut travel time.

King Street Retail Study

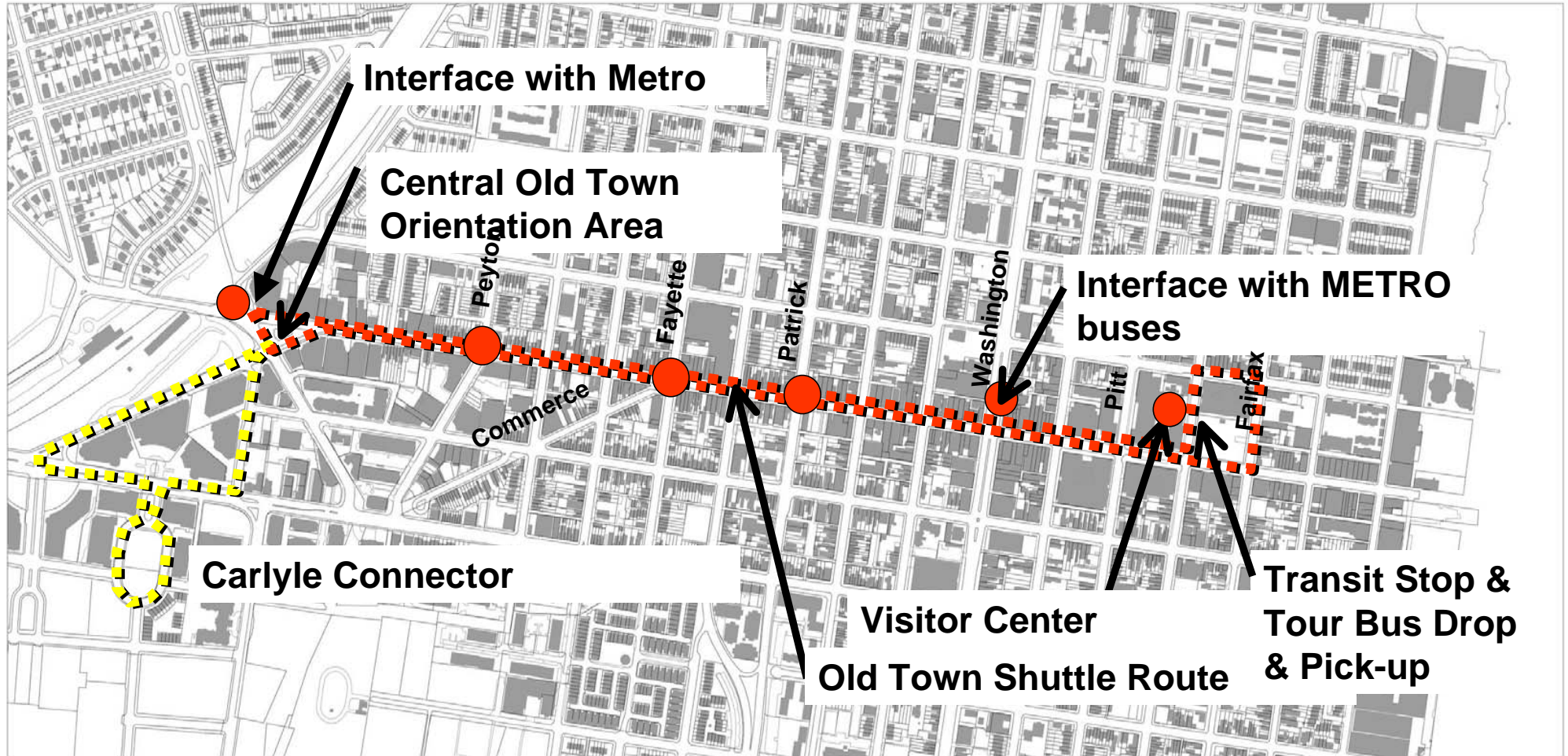
TRANSPORTATION – CIRCULATION

- Enhance the Transit Shuttle Service on King Street to serve the employee and the customer
 - Consider 3 types of shuttles to serve different markets:
 - *Work Trip*: Increase transit use from Metro to major employment sites—peak hours, M-F, accept transfers or free
 - *Lunch Shuttle*: Provide increased local access from employment areas to restaurants/retail areas—11 am to 2 pm, M-F, free, high frequency
 - *Evening Entertainment Shuttle*: Link parking garages and Metro station to restaurant/ entertainment areas. - 6 pm-midnight or 2 am, Friday, Sat, & Sunday.
- Utilize unique vehicles to create a special identity
- Incorporate a comprehensive graphic system that assures an understanding of the services
- Limit hours of service vehicles on King St.



King Street Retail Study

TRANSPORTATION –



Next Steps

Prepare a DRAFT plan for review by the public based upon the Guiding Principles

